

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Laurent Bensemana                          Art Unit : 3691  
Serial No. : 09/845,814                                  Examiner : Hani M. Kazimi  
Filed : April 30, 2001                                      Conf. No. : 2311  
Title : A SYSTEM AND METHOD FOR ANONYMOUSLY MATCHING PRODUCTS  
OR SERVICES WITH A CONSUMER

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO NON-FINAL ACTION OF MARCH 4, 2010

Remarks begin on page 2 of this Response.